

Innovative Advertising
403 N Columbia Street
Covington LA 70433

Jim Davis/ R/ NC State Senate
Submission Number 400 Issue 2



WSPA-TV
250 International Dr.
Spartanburg SC 29303-6698
(864) 576-7777 FAX (864) 587-4480

Copy

Client:	Jim Davis/ R/ NC State Senate	Submission Cost:	9935	Campaign Ref:	E:063646220
Buyer:	Senate	Client/Product/Estimate:	. / . / 995	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/08/12 to 10/21/12	Weeks:	2	Order Ref:	06364622
Est./PO Number:	06364622	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Jim Davis Sds0*Sp12*	Booking Group:	WSPA	Key Market:	Greenville Spartanburg Asheville
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	10/15	Total	Cost
1	Sun 9a ET / 8a CT CBS Sunday Morning NewsS Isolations: W/C 10/08S	04	260	30 Comme	Nbr of Spots	1	1	260
2	M-F 9a Dr Phil MTWTF..	05	110	30 Comme	Nbr of Spots	5	5	550
3	M-F 9a Dr Phil M.....	05	100	30 Comme	Nbr of Spots	1	1	100
4	M-F 10a Your Carolina MTWTF..	05	40	30 Comme	Nbr of Spots	5	5	200
5	M-F 10a Your Carolina M.....	05	50	30 Comme	Nbr of Spots	1	1	50
6	Tue 8p ET / 7p CT NCIS T.....	04	2400	30 Comme	Nbr of Spots	1	1	2400
7	CBS NFL Today Sun MTWTFSS Isolations: W/C 10/15S	06	350	30 Comme	Nbr of Spots	2	2	700
Weekly Totals: Total Spots(Ord Spots)					20	5	25	
Closed PR					1		1	

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Buyer: Senate	Client/Product/Estimate: . / . / 995	Sales Rep: HRP Washington, DC
Schedule Dates: 10/08/12 to 10/21/12	Weeks: 2	Order Ref: 06364622
Est./PO Number: 06364622	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	10/15	Total	Cost
8	Sun 1p ET / 12p CT NFL On CBSS	04	750	30 Comme	Nbr of Spots	2	2	1500
9	Sat SEC FootballS	05	350	30 Comme	Nbr of Spots	2	2	700
10	Sat CBS NCAA FootballS	04	613	30 Comme	Nbr of Spots	2	2	1225
11	Fri 8p ET / 7p CT CSI NY ...F..	05		30 Comme	Nbr of Spots	1	1	
12	M-F 7p News ...TF..	05	200	30 Comme	Nbr of Spots	1	1	200
13	Mon 8p ET / 7p CT How I Met Your Mother M.....	05	1350	30 Comme	Nbr of Spots	1	1	1350
14	Fri 8p ET / 7p CT NCIS ...F..	05	700	30 Comme	Nbr of Spots	1	1	700
Weekly Totals: Total Spots(Ord Spots)					20	5	25	
Closed PR					1		1	

Pre-emption Summary						
Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Campaign Ref
11	Fri 8p ET / 7p CT CSI NY	:30 Commercial	10/08/12	Closed Pre Emption	800.00 (14 (10/12)	E:063646220

Grand Totals			
Totals		10/08	10/15
Spots	25	20	5
Cost	9935	7735	2200

Grand Totals:		Spots:	25
		Gross Total:	9,935.00
		Commission:	1,490.26
		Net Total:	8,444.74